



Warner Bros. 100th Anniversary  
Print and Digital Creative Style Guide  
AV Tool Kit

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Files are also available on Adstream in  
International/Worldwide.  
Search WB100 Anniversary

## Brand Copy

**Tag Line:** Celebrating Every Story

**CTA:**

- Discover 100 years of storytelling at WB100.com
- Join our celebration at WB100.com

**#Hashtag:** #WB100

**Domestic Social Channels:**

- FB/IG: warnerbrosentertainment
- TW: WBHomeEnt
- TikTok: warnerbrosmovies

**CAMPAIGN STRATEGIC OBJECTIVES:**

- **Build Brand Affinity:** Increase brand love for WB among consumers
- **Connect Our Franchises:** Educate / reinforce linkage between vast IP portfolio and WB brand
- **Deepen Fan Relationships:** Provide fans an opportunity to celebrate with us through programming, experiences, and products

**MARKETING PILLARS**

- **Storytelling Legacy**
- **Characters & Franchises**
- **Innovation**
- **Diversity, Equity & Inclusion**
- **Future Legacy**

**CAMPAIGN COPY POINTS:**

**POSITIONING**

- From Oscar®-winning films to unforgettable television shows, Warner Bros. is celebrating 100 YEARS of storytelling that has entertained audiences around the world since 1923.

**STORYTELLING LEGACY**

- At Warner Bros., we are storytellers. It's built into the foundation of who we are. For 100 years, we have been dream makers, trend setters, and trail blazers.

**CHARACTERS & FRANCHISES / DE&I / INNOVATION**

- Partnered with the world's most inspiring storytellers, WB has created a century's worth iconic and diverse stories, filled with characters, wondrous worlds, and moments that live in our collective cultural imagination and that are celebrated by fans every day.

**FUTURE LEGACY**

- One studio... and countless stories that have inspired a century. Now we honor where it all began and rejoice in where we're going next. Let's celebrate the WB legacy that continues to evolve and inspire generations to come.
- Join us, in CELEBRATING EVERY STORY



## Logos - Rendered Versions



DIGITAL RGB: WB 100 GOLD LARGE, MEDIUM, SMALL JPG, PNG, PSD  
PRINT CMYK: WB 100 GOLD LARGE, MEDIUM, SMALL JPG, PNG, PSD



DIGITAL RGB: WB 100 SILVER, SMALL JPG, PNG, PSD  
PRINT CMYK: WB 100 SILVER MEDIUM, PNG, PSD



WB SHIELD GOLD  
WB100\_Gold\_Shield\_/CMYK/RGB  
JPG/PSD

WB SHIELD SILVER CP  
WB100\_Silver\_Shield\_CMYK/RGB  
JPG/PSD

Full color rendered logos with the WB Shield have been created in print and digital resolutions. CELEBRATING EVERY STORY is editable in the psd versions. RGB and CMYK files available.

Please use the Identity Guidelines - [WB100\\_Guidelines.pdf](#) for non-rendered versions of the logo for the WB Anniversary.

The silver and blue rendered logos are from the Consumer Products WB 100th Anniversary style guide. These assets are not exclusive to WBCP and can be used by all divisions.



TALENT IMAGES ARE PLACEHOLDER ONLY. DO NOT USE WITHOUT LEGAL APPROVAL.

Logo with IP  
WB100\_Gold\_wBevel\_IP\_ForLight BGs  
JPG, PNG, PSD

**CELEBRATING EVERY STORY**



TALENT IMAGES ARE PLACEHOLDER ONLY. DO NOT USE WITHOUT LEGAL APPROVAL.

Logo with IP  
WB100\_Gold\_wBevel\_IP\_For DarkBGs  
JPG, PNG, PSD

**CELEBRATING EVERY STORY**



WB100\_Silver\_wBevel\_IP\_ForLight  
BGs JPG, PNG, PSD

**CELEBRATING EVERY STORY**



## Color Palette

### GOLD 1



**R:** 188  
**G:** 147  
**B:** 70

.....  
**C:** 26%  
**M:** 40%  
**Y:** 85%  
**K:** 4%

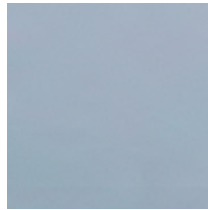
### BLUE 1



**R:** 0  
**G:** 28  
**B:** 128

.....  
**C:** 100%  
**M:** 93%  
**Y:** 10%  
**K:** 4%

### SILVER 1



**R:** 165  
**G:** 175  
**B:** 191

.....  
**C:** 36%  
**M:** 25%  
**Y:** 16%  
**K:** 0%

### GOLD 2



**R:** 209  
**G:** 186  
**B:** 113

.....  
**C:** 20%  
**M:** 23%  
**Y:** 67%  
**K:** 0%

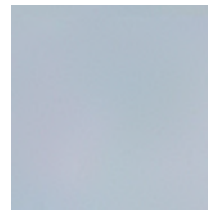
### BLUE 2



**R:** 0  
**G:** 33  
**B:** 176

.....  
**C:** 99%  
**M:** 91%  
**Y:** 0%  
**K:** 0%

### SILVER 2



**R:** 176  
**G:** 189  
**B:** 200

.....  
**C:** 31%  
**M:** 19%  
**Y:** 15%  
**K:** 0%

Colors are suggested. There are no PMS color matches.

## Typography

Use GOTHAM Family fonts from the Monotype Library.  
([enterprise.monotype.com](http://enterprise.monotype.com))

Gotham Narrow Bold is the typeface used for the tagline  
“CELEBRATING EVERY STORY”.

Gotham Narrow Bold or Gotham Narrow Medium can  
be used for adjacent headings.

### Gotham Narrow Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !?@\$%&

### Gotham Narrow Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !?@\$%&

# AV Tool Kit



## 01\_Open

This composition contains four footage containers marked "Place Footage Here" "A, B, C and D. Footage should map to WB 100 Logo.



## 02\_Close

This composition contains a comp labeled "Place Footage Here". Footage should map to the side of the WB 100 Logo.



## 03\_LT\_w\_bug\_1Line

This composition contains one layer with editable text marked "Edit Text Here" and another layer marked "Replace\_Footage". If the lower third is being rendered with an alpha channel the footage layer is to be turned off. Please use the associated font Gotham Narrow Bold.



## 03\_LT\_w\_bug\_2Line

This composition contains two layers with editable text marked "Edit Text Here" and another layer marked "Replace\_Footage". If the lower third is being rendered with an alpha channel the footage layer is to be turned off. Please use the associated font Gotham Narrow Bold.



## 04\_Fullscreen\_1Line

This composition and editable layer marked "Line1". Please use the associated font Gotham Medium. **PLEASE DO NOT OBSCURE THE SHIELD WITH TYPE.**



## 04\_Fullscreen\_2Line

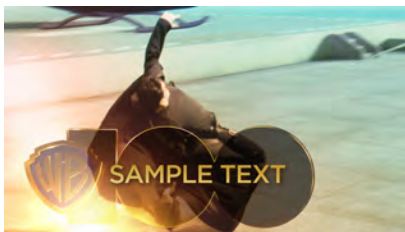
This composition contains two editable layers marked "Line1" and "Line2". Please use the associated font Gotham Medium. **PLEASE DO NOT OBSCURE THE SHIELD WITH TYPE.**



## 04\_Fullscreen\_3Line

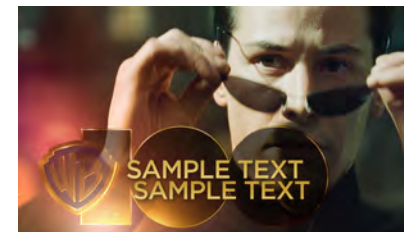
This composition contains three editable layers marked "Line1", "Line2" and "Line3". Please use the associated font Gotham Medium. **PLEASE DO NOT OBSCURE THE SHIELD WITH TYPE.**

**TALENT FOOTAGE/IMAGES ARE PLACEHOLDERS ONLY. DO NOT USE WITHOUT LEGAL APPROVAL.**



## 04\_Fullscreen\_Keyable\_1Line

This composition is contains and editable layer marked "Line1" and a layer marked "Replace\_Footage". If the fullscreen is being rendered with an alpha channel the footage layer is to be turned off. Please use the associated font Gotham Medium. **PLEASE DO NOT OBSCURE THE SHIELD WITH TYPE.**



## 04\_Fullscreen\_Keyable\_2Line

This composition is contains two editable layers marked "Line1" and "Line2" and a layer marked "Replace\_Footage". If the fullscreen is being rendered with an alpha channel the footage layer is to be turned off. Please use the associated font Gotham Medium. **PLEASE DO NOT OBSCURE THE SHIELD WITH TYPE.**



## 04\_Fullscreen\_Keyable\_3Line

This composition is contains three editable layers marked "Line1" "Line2" and "Line3" and a layer marked "Replace\_Footage". If the fullscreen is being rendered with an alpha channel the footage layer is to be turned off. Please use the associated font Gotham Medium. **PLEASE DO NOT OBSCURE THE SHIELD WITH TYPE.**

## AV Tool Kit (continued)



### 05\_Transition\_A\_Filmstrip

This transition comp intended to transition between two clips using a single filmstrip motif contains two layers marked "Clip1\_Here" and "Clip2\_Here".



### 05\_Transition\_B\_Lights

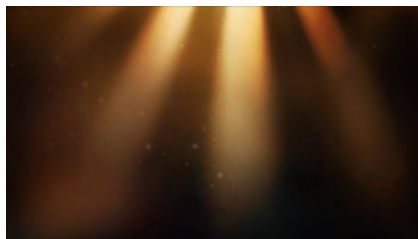
This transition comp intended to transition between two clips using a lighting effect contains two layers marked "Clip1\_Here" and "Clip2\_Here".



### 05\_Transition\_C\_Filmstrips

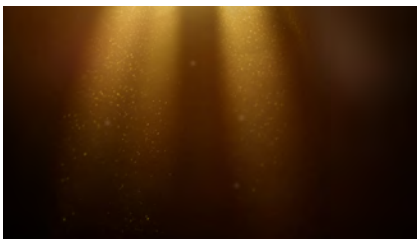
This transition comp intended to transition between two clips using a multiple filmstrip motif contains a pre-composition duplicated four times marked "Place\_Footage\_Here". Underneath is a layer marked "Background\_Footage\_Replace\_Here" to be used as the clip at the beginning of the transition.

TALENT FOOTAGE/IMAGES ARE PLACE-HOLDERS ONLY. DO NOT USE WITHOUT LEGAL APPROVAL.



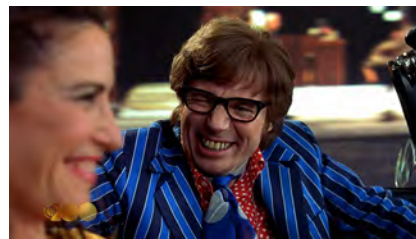
### 06\_Animated\_Background\_A

This composition contains an animation of light beams over a dark background.



### 06\_Animated\_Background\_B

This composition contains another variation of an animation of light beams over a dark background.



### 07\_Bug\_Clean\_Left

This composition contains a solid WB100 logo without effects and left justified. There is a layer marked "Replace\_Footage\_Here" if the bug is being rendered with footage in After Effects. If the composition is being rendered with an alpha channel the footage layer is to be turned off.



### 07\_Bug\_w\_effects\_Left

This composition contains a solid WB100 logo with glow effects and left justified. There is a layer marked "Replace\_Footage\_Here" if the bug is being rendered with footage in After Effects. If the composition is being rendered with an alpha channel the footage layer is to be turned off.



### 08\_Mortise\_Film\_Cell

This composition contains a film cell composition intended to frame single clips. It contains a layer marked "Place\_Footage\_Here".



### 08\_Mortise\_Filmstrip

This composition contains a filmstrip composition intended to frame a single clip. It contains additional layers for secondary footage on the left and right. The main footage layer is marked "Main\_Footage\_Replace\_Here" and the additional footage layers are marked "Right\_Footage\_Replace\_Here" and "Left\_Footage\_Replace\_Here" respectively.



Included in the toolkit footage folder are two rendered CTA (Call To Action) cards labelled "CTA\_v01" and "CTA\_v08" to direct consumers to websites and materials for purchase of content and merchandise.



## Look 1: Diagonal Images

The legal line must be present on every asset.



SQUARE 1:1

Print: WB100\_LK01\_SquareBanner\_W40in. / Digital:WB100\_LK01\_SquareBanner\_3000x3000



VERTICAL 1:2

Print: WB100\_LK01\_VerticalBanner\_W40in./ Digital:WB100\_LK01\_Verical Banner\_3000x3000

PRINT: CMYK  
PSD files @ 150 dpi

DIGITAL: RGB  
JPG and PSD files

**TALENT IMAGES ARE PLACEHOLDER ONLY. DO NOT USE WITHOUT LEGAL APPROVAL.**

Please add film titles to each image in any print use.

CTA is required: [wb100.com](http://wb100.com) for example

Your selected images can easily be placed in the Photoshop layered template. EFX are included.

Layouts are examples only.

4x3 psd available for print.



HORIZONTAL 5:1

Print: WB100\_LK01\_HorizontalBanner\_W40in. / Digital:WB100\_LK01\_SquareBanner\_3000x3000

## Look 1: Diagonal Images - OOH

The legal line must be present on every asset.



Print, CMYK: WB100\_LK01\_Outdoor\_W44in\_Print jpeg/.zip

PRINT:

PSD files @ 150 dpi

THIS LOGO IS FOR OUTDOOR USE ONLY.

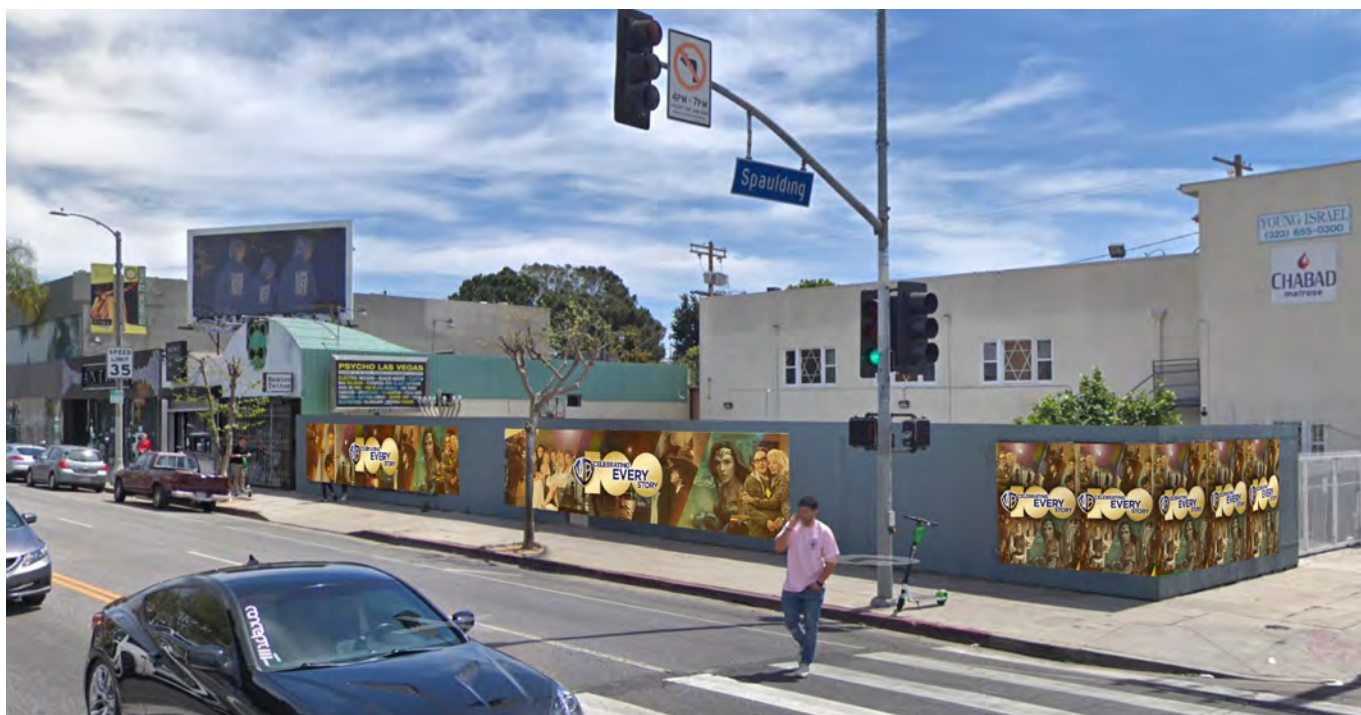
TALENT IMAGES ARE PLACEHOLDER ONLY. DO NOT USE WITHOUT LEGAL APPROVAL.

Please add film titles to each image in any print use.

CTA is required: [wb100.com](http://wb100.com) for example

Your selected images can easily be placed in the Photoshop layered template. EFX are included.

Layouts are examples only.



Outdoor example.



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Print and Digital Creative, AV Tool Kit

February 2023

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## Look 1: Consumer/Trade Ad Example

The legal line must be present on every asset.



PRINT:

CMYK, 10.5"x 13.25" 300 dpi

WB100\_SinglePage\_ConsumerAd\_Template.psd

**TALENT IMAGES ARE PLACEHOLDER ONLY. DO NOT USE WITHOUT LEGAL APPROVAL.**

Please add film titles to each image in any print use.

CTA is required: [wb100.com](http://wb100.com) for example

Layouts are examples only. Please do not put a R rated film next to a family film (The Exorcist and Harry Potter for example).

Your selected images can easily be placed in the Photoshop layered template. EFX are included.

Template can also be used as a studio wall/outdoor billboard.

## Look 2: Water Tower Gold

The legal line must be present on every asset.



SQUARE 1:1

PRINT: WB100\_LK02\_HorizontalBanner\_W36in\_Print\_GOLD

DIGITAL:WB100\_LK02\_HorizontalBanner\_3000x3000\_Digital\_GOLD



VERTICAL 1:2

PRINT: WB100\_LK02\_VerticalBanner\_W40in\_Print\_GOLD

DIGITAL:WB100\_LK02\_Vertical Banner\_3000x3000\_Digital\_GOLD

PRINT:

PSD files @ 150 dpi

DIGITAL:

PSD/JPG files

Layouts are examples only. The WB 100 logo and background are on separate layers.



HORIZONTAL 5:1

PRINT: WB100\_LK02\_HorizontalBanner\_W40in\_Print\_GOLD / DIGITAL:WB100\_LK02\_HorizontalBanner\_3000x600\_Digital\_GOLD

## Look 2: Water Tower Blue

The legal line must be present on every asset.



SQUARE 1:1

PRINT: WB100\_LK02\_HorizontalBanner\_W36in\_Print\_BLUE / DIGITAL:WB100\_LK02\_HorizontalBanner\_3000x3000\_Digital\_BLUE



VERTICAL 1:2

PRINT: WB100\_LK02\_VerticalBanner\_W40in\_Print\_BLUE / DIGITAL:WB100\_LK02\_VerticalBanner\_3000x3000\_Digital\_BLUE



HORIZONTAL 5:1

PRINT: WB100\_LK02\_HorizontalBanner\_W40in\_Print\_BLUE / DIGITAL:WB100\_LK02\_HorizontalBanner\_3000x600\_Digital\_BLUE

PRINT:

PSD files @ 150 dpi

DIGITAL:

PSD/ JPG files

Layouts are examples only. The WB 100 logo and background are on separate layers.



## Look 2: Water Tower Silver

The legal line must be present on every asset.



**SQUARE 1:1**

PRINT: WB100\_LK02\_HorizontalBanner\_W36in\_Print\_SILVER / DIGITAL:WB100\_LK02\_HorizontalBanner\_3000x3000\_Digital\_SILVER



**VERTICAL 1:2**

PRINT: WB100\_LK02\_VerticalBanner\_W40in\_Print\_BLUE / DIGITAL:WB100\_LK02\_VerticalBanner\_3000x3000\_Digital\_SILVER



**HORIZONTAL 5:1**

PRINT: WB100\_LK02\_HorizontalBanner\_W40in\_Print\_SILVER / DIGITAL:WB100\_LK02\_HorizontalBanner\_3000x600\_Digital\_SILVER

PRINT:

PSD files @ 150 dpi

DIGITAL:

PSD files

Layouts are examples only. The WB 100 logo and background are on separate layers.

Consumer Products only uses the silver and blue look.

## Look 3: Graphic Background Gold

The legal line must be present on every asset.



SQUARE 1:1

PRINT: WB100\_LK03\_SquarePattern\_36x36\_Print\_GOLD.psd/jpg (36"x36"@300dpi)  
DIGITAL: WB100\_LK03\_SquarePattern\_3000x3000\_Digital\_GOLD.psd/jpg (3000px)



VERTICAL 1:2

For layout only. Use the square files.

PRINT: CMYK

PSD Square file 36"x36" @300 dpi

DIGITAL: RGB

PSD Square file 3000x3000 @300 dpi

Layouts are examples on how to use the background with the IP logo. The IP image is placeholder only. Any logo can be used with this background.

Use the logo with WB IP with the added rendered shield. Your IP image may require legal approval. See page 4.

The gold background pattern is a separate psd file in the square format only. Use this file to create other sizes.



HORIZONTAL 5:1

For layout only. Use the square files.



## Look 3: Graphic Background Blue

The legal line must be present on every asset.



SQUARE 1:1

PRINT: WB100\_LK03\_SquarePattern\_36x36\_Print\_BLUE.psd/jpg (36"x36"@300dpi)  
DIGITAL: WB100\_LK03\_SquarePattern\_3000x3000\_Digital\_BLUE.psd/jpg (3000px)



VERTICAL 1:2

PRINT: CMYK

PSD Square file 36"x36" @300 dpi

DIGITAL: RGB

PSD Square file 3000x3000 @300 dpi

Layouts are examples on how to use the background with the IP logo. The IP image is placeholder only. Any logo can be used with this background.

Use the logo with WB IP with the added rendered shield. Your IP image may require legal approval. See page 4.

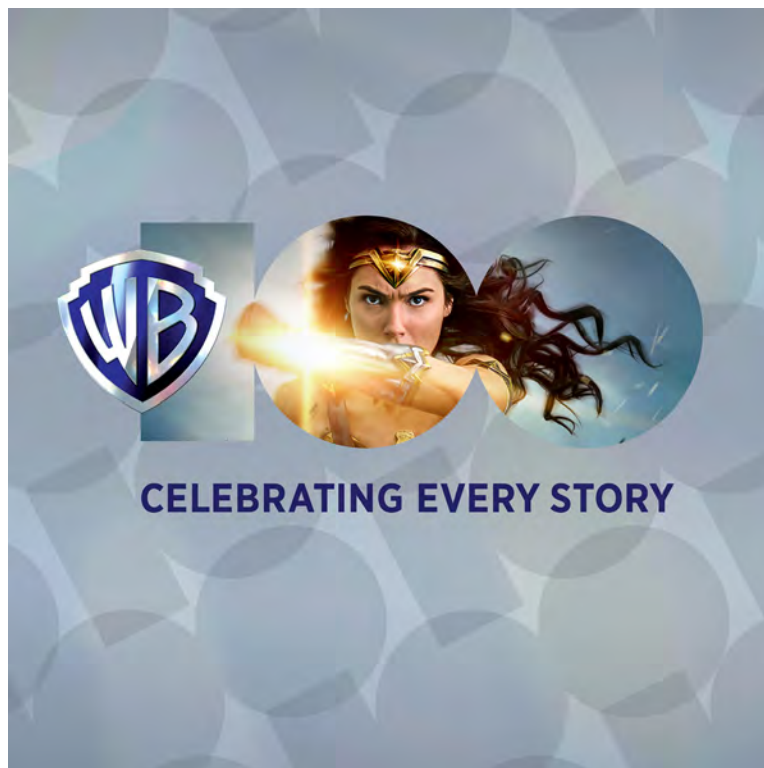
The blue background pattern is a separate psd file in the square format only. Use this file to create other sizes.



HORIZONTAL 5:1

## Look 3: Graphic Background Silver

The legal line must be present on every asset.



SQUARE 1:1

PRINT: WB100\_LK03\_SquarePattern\_36x36\_Print\_SILVER. .psd/jpg (36"x36"@300dpi)  
DIGITAL:WB100\_LK03\_SquarePattern\_3000x3000\_Digital\_SILVER.psd/jpg (3000px)



VERTICAL 1:2

PRINT: CMYK

PSD Square file 36"x36" @300 dpi

DIGITAL: RGB

PSD Square file 3000x3000 @300 dpi

Layouts are examples on how to use the background with the IP logo. The IP image is placeholder only.

Use the logo with WB IP with the added rendered shield. Your IP image may require legal approval. See page 4.

The silver background pattern is a separate psd file in the square format only. Use this file to create other sizes. Consumer Products only uses the silver and blue logo.



HORIZONTAL 5:1

## Circle Graphics

Layouts are examples only showing various ways to use the logo, colors and backgrounds provided. There are no actual files.

The legal line must be present on every asset.



CIRCLE 01



CIRCLE 02



CIRCLE 03



CIRCLE 04



CIRCLE 05



CIRCLE 06



CIRCLE 07



CIRCLE 08



CIRCLE 09



CIRCLE 10



CIRCLE 11



CIRCLE 12



CIRCLE 13



## Square and Rectangle Graphics

Layouts are examples only showing various ways to use the logo, colors and backgrounds provided. There are no actual files.

The legal line must be present on every asset.



RECTANGLE 01



RECTANGLE 02



RECTANGLE 03



RECTANGLE 04



RECTANGLE 05



RECTANGLE 06



RECTANGLE 07



RECTANGLE 08



RECTANGLE 09



RECTANGLE 10



RECTANGLE 11



SQUARE 01



SQUARE 02



SQUARE 05



SQUARE 06



SQUARE 07



SQUARE 08



SQUARE 09



SQUARE 10

## Packaging Stickers/Snipes

Stickers are 5C on foil.

### Packaging Snipes



WB100TH\_WW\_BDOSLV.zip  
Osleeve mechanical.



WB100TH\_WW\_4KOSLV.zip / WB100TH\_WW\_TIPON.zip  
Osleeve or Steelbook snipe mechanical.

### Stickers



WB100th\_WW\_4C\_Gold\_Circle\_Sticker\_4000080880.zip  
CMYK INDD file / 1.25" diameter



WB100th\_WW\_4C\_Blue\_Circle\_Sticker\_4000080882.zip  
CMYK INDD file / 1.25" diameter



WB100th\_WW\_4C\_Gold\_REC\_Sticker\_4000080881.zip  
CMYK INDD file / 1.25" diameter



WB100th\_WW\_4C\_Blue\_REC\_Sticker\_4000080883.zip  
CMYK INDD file / 1.25" diameter



## Retail

The legal line must be present on every asset.

Talent images shown are examples and should be submitted to your legal dept  
POP End Cap, Side Panels, Standees and Floor/Window Clings.

### End Cap Header & Side Panels

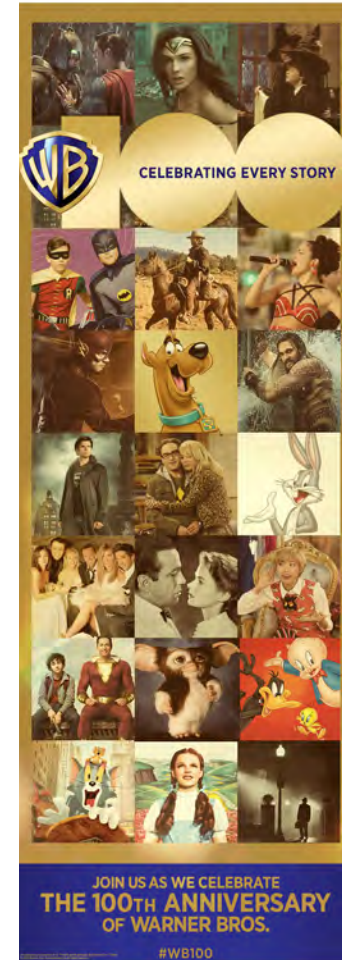


CMYK, 300 dpi  
ENDCAP\_POP\_LOOK2\_GOLD.psd/ .zip, 48"x 13.5"  
BLADES\_POP\_LOOK2\_GOLD.psd/ .zip, 15" x 50"

### Standees



21.25" x 60" CMYK, 150 dpi psd/jpg  
WB\_100th\_Standee01



21.25" x 60" CMYK, 150 dpi psd/jpg  
WB\_100th\_Standee02

### Window/Floor Clings



Window/Floor Cling  
Circle examples only.  
There are no files.

Film/TV titles should be added to each image.



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February 2023

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## Retail

Consumer Products Silver and Blue assets\*

These assets are not exclusive to WBCP and can be used by all divisions.

The legal line must be present on every asset. Please check with your legal team for use of film titles in promotions.

### End Cap Header & Side Panels



CMYK, 300 dpi

Example of a merchandiser using Consumer Products assets.



48"x 13.5", 300 dpi CMYK  
06ENDCAPSL227893288\_POP\_WBSH.psd

**Do not scale the film title text type up or down when resizing your layout dimensions. Please keep it consistent in proportion to the WB Logo.**



13BURSTSL227893288\_PKEX\_WBSH.psd



12BURSTSL227893288\_PKEX\_WBSH.psd



12"x53". 300 dpi, CMYK  
07BLADESL227893288\_POP\_WBSH.psd

\*Consumer Products partners and licensees:  
Please use the CP styleguide and assets from StarLabs only.



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February 2023

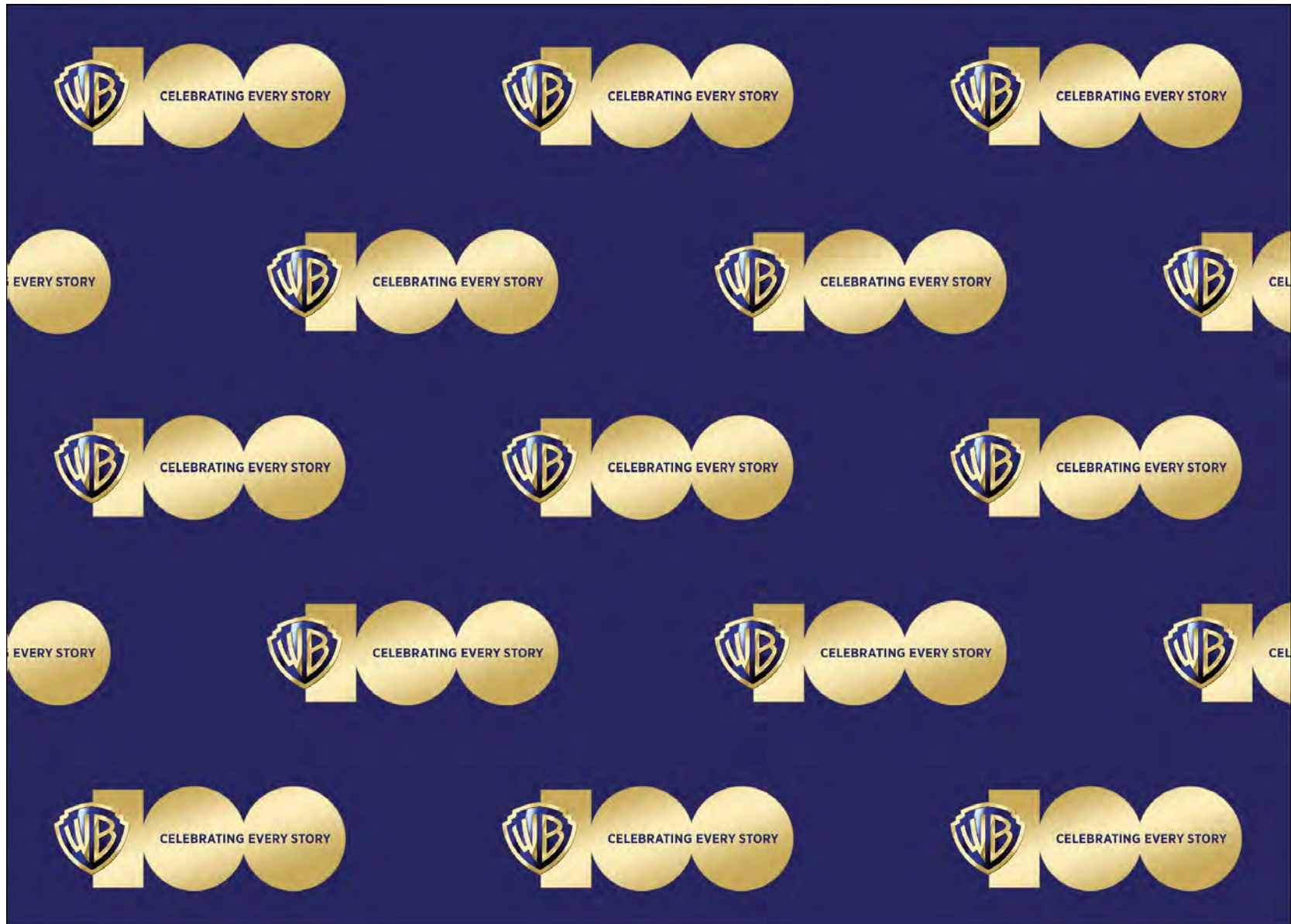
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## Graphics: Step and Repeat

Example of a step and repeat pattern using WB 100 rendered gold logo and Blue 1 color.

The legal line must be present on every asset.



DIGITAL RGB - 3200x3200 psd/jpg

PRINT CMYK - 40"x 40" @150 dpi psd/jpg

## Digital: Social Squares

2000x2000 psd templates available. EFX layers included.

Talent images shown are examples and should be submitted to your legal dept.

The film/TV legal line must be present on every asset. example, Crazy Rich Asians is © 2018 WBEI.



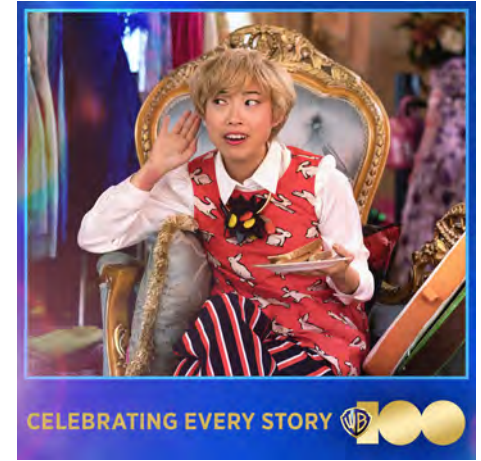
WB100\_Social\_2000x2000\_FrameGold.psd/jpg



WB100\_Social\_2000x2000\_FrameGoldTag.psd/jpg



WB100\_Social\_2000x2000\_FrameBlue.psd/jpg



WB100\_Social\_2000x2000\_FrameBlueTag.psd/jpg



WB100\_Social\_2000x2000\_GoldLogo\_02.psd/jpg



WB100\_Social\_2000x2000\_GoldLogo\_GoldTag.psd/jpg



WB100\_Social\_2000x2000\_GoldLogo\_BlueTag.psd/jpg



WB100\_Social\_2000x2000\_Grid.psd/jpg



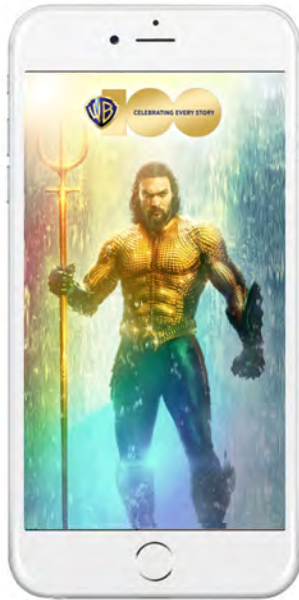


## Digital: Mobile Skins/Desktop

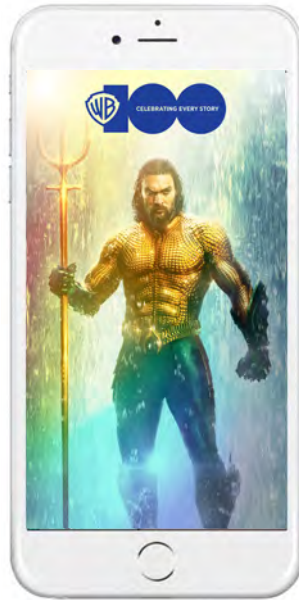
Photoshop templates available. EFX layers included.

Talent images shown are examples only. Replace with your selected images.

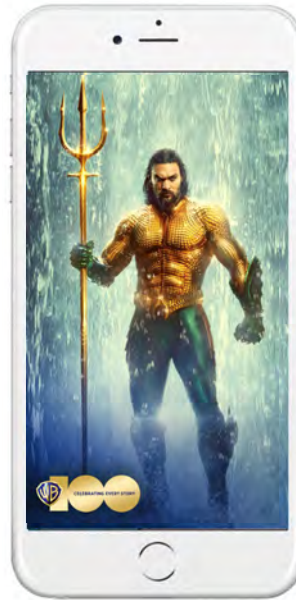
Film title and the film legal line must be present on every asset.



WB100\_MobileSkin\_1080x1920\_01\_GOLD



WB100\_MobileSkin\_1080x1920\_01\_BLUE



WB100\_MobileSkin\_1080x1920\_03



WB100\_MobileSkin\_1080x1920\_04



WB100\_Desktop\_2560x1600\_01



WB100\_Desktop\_2560x1600\_02



## Digital Examples

Photoshop templates available. EFX layers included.

Talent images shown are not approved and are examples only.

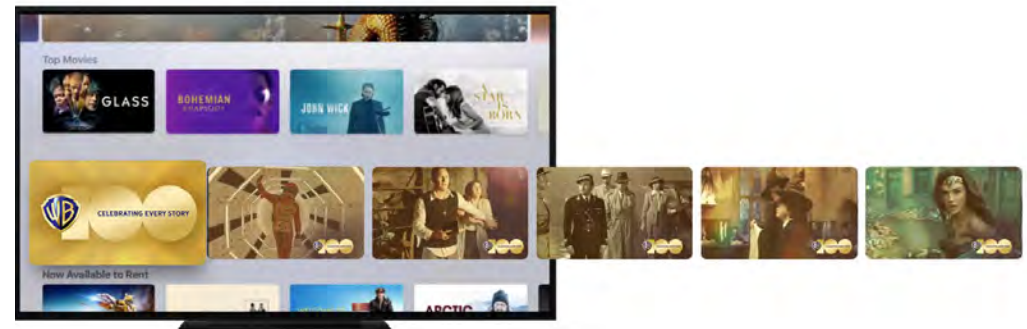
The legal line must be present on every asset.

### Facebook page Example



### AppleTV Showcase 4320x1080 PSD Template

#### Movies



### Digital Banner 2200x800.PSD Template



## Legal & Brand Assurance Guidelines

### Legal:

- For all promotional materials with multiple films and TV shows, include the film/tv title on every image. Include a CTA like [wb100.com](http://wb100.com)  
Legal line is: © 2023 Warner Bros. Entertainment Inc. All rights reserved.

Shortened legal on digital assets: © & ™ WBEI. ARR

- For promotional materials containing one film or TV show, please use the film/TV legal line.

### Brand Guidelines:

All uses of character likenesses, names and graphics, etc. must be approved by your legal team. This includes all AV, packaging, advertising, in-store promotions, websites and social.

Consult the [WB100 Identity Guide](#) for detailed logo and tagline guidelines.

Consumer Products partners and licensees: Please use the CP style guides and assets provided on StarLabs only.

# WB 100th Films

(Does not include key franchises)

2001: A Space Odyssey  
300  
42nd Street  
Adventures of Robin Hood, The  
All The President's Men  
Austin Powers (Franchise)  
Baby Face  
Bad and the Beautiful, The  
Band Wagon, The  
Beetlejuice  
Before Sunrise  
Before Sunset  
Ben-Hur (1959)  
Best in Show  
Blade Runner  
Blazing Saddles  
Bodyguard, The  
Bonnie and Clyde  
Boogie Nights  
Bullitt  
Casablanca  
Children of the Damned  
Christmas Story, A  
Citizen Kane  
Clockwork Orange, A  
Color Purple, The  
Conjuring, The (Franchise)  
Cool Hand Luke  
Crazy Rich Asians  
Crossing Delancey  
Departed, The  
Dirty Dozen, The  
Dirty Harry  
Doctor Zhivago  
Dogfight  
Dumb and Dumber  
Dune (2021)  
Elf  
Empire of the Sun  
Enter the Dragon  
Exorcist, The  
Face in the Crowd, A  
Fame  
Footlight Parade  
Freaks  
Free Willy  
Friday  
Full Metal Jacket

Gaslight  
Giant  
Gold Diggers of 1933  
GoodFellas  
Good Night, and Good Luck  
Goonies, The  
Grand Hotel  
Gravity  
Green Mile, The  
Hairspray (Musical Remake)  
Hangover, The  
Her  
House Party  
I Am a Fugitive from a Chain Gang  
Inception  
Interview with a Vampire  
Invictus  
Iron Giant  
IT (Franchise)  
Judas and the Black Messiah  
Key Largo  
King Kong (1933)  
LEGO® Movie, The  
Lethal Weapon (Franchise)  
Life of Emile Zola  
Little Caesar  
Little Shop of Horrors (1986)  
Little Women (1933)  
Lord of the Rings, The (Franchise)  
Lost Boys, The  
Love & Basketball  
Love Jones  
Magic Mike  
Magnolia  
Malcolm X  
Maltese Falcon, The  
March of the Penguins  
Mask, The  
Matrix Trilogy, The  
Mad Max (Franchise)  
McCabe and Mrs. Miller  
Mean Streets  
Menace II Society  
Mildred Pierce  
Million Dollar Baby (2004)  
Music Man, The  
Mutiny on the Bounty (1935)  
Mystic River

National Lampoon's Christmas Vacation  
National Velvet  
Natural Born Killers  
Network  
Neverending Story, The  
Nightmare on Elm Street, A (Franchise)  
Notebook, The  
Now, Voyager  
Ocean's (Franchise)  
One Flew Over the Cuckoo's Nest  
Outsiders, The  
Pan's Labyrinth  
Polar Express, The  
Practical Magic  
Public Enemy, The  
Purple Rain  
Rebel Without a Cause  
Rio Bravo  
Risky Business  
Roald Dahl's The Witches  
Rush Hour (Franchise)  
Searchers, The  
Selena  
Se7en  
Set It Off  
Shaft (1971)  
Shawshank Redemption, The  
Shining, The  
Singin' In The Rain  
Sisterhood of the Traveling Pants, The  
Son of Kong  
Space Jam  
Space Jam: A New Legacy  
Star is Born, A (1954, 1976, 2018)  
Stage Door  
Strangers on a Train  
Streetcar Named Desire, A  
Take Me Out To The Ballgame  
They Shall Not Grow Old  
Thin Man, The  
THX 1138  
Tim Burton's Corpse Bride  
Treasure of the Sierra Madre, The  
Twister  
Unforgiven  
V for Vendetta  
Wedding Crashers  
What Ever Happened to Baby Jane?

When Harry Met Sally  
White Heat  
Who's Afraid of Virginia Woolf?  
Willy Wonka and the Chocolate Factory  
Wizard of Oz, The  
World, The Flesh and The Devil, The

Domestic campaign is focused on but not limited to these top titles. Please confirm local rights before leveraging assets.





# WB 100th Television

(Does not include keyfranchises)

77 Sunset Strip	Roots
Adventures of Brisco County Jr., The	Smallville
Alice	Smurfs, The
Animaniacs	Step By Step
Bachelor, The (Franchise)	Super Friends
Big Bang Theory, The	Supernatural
Cheyenne	Ted Lasso
Cold Case	Third Watch
Dallas	Thorn Birds, The
ER	Thundercats
Eve	Tiny Toon Adventures
F Troop	Tom & Jerry
F.B.I., The	Two and a Half Men
Falcon Crest	Vampire Diaries, The
Family Matters	Veronica Mars
Flintstones, The	Waltons, The
Fresh Prince of Bel-Air, The	Wayans Bros.
Friends	Welcome Back, Kotter
Full House	West Wing, The
George Lopez Show, The	Westworld
Gilligan's Island	Without A Trace
Gilmore Girls	Yogi Bear
Gossip Girl	
Growing Pains	
Hangin' With Mr. Cooper	
Head of the Class	
How The Grinch Stole Christmas	
Jaime Foxx Show, The	
Jetsons, The	
Kung Fu	
Living Single	
Longmire	
Lucifer	
MAD TV	
Martin	
Maverick	
Mike & Molly	
New Adventures of Old Christine, The	
Perfect Strangers	
Pretty Little Liars	
Pushing Daisies	
Queen Sugar	
Roc	

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# WB 100th Franchises

## WIZARDING WORLD FRANCHISE

Harry Potter and the Sorcerer's Stone  
Harry Potter and the Chamber of Secrets  
Harry Potter and the Prisoner of Azkaban  
Harry Potter and the Goblet of Fire  
Harry Potter and the Order of the Phoenix  
Harry Potter and the Half-Blood Prince  
Harry Potter and the Deathly Hallows Part 1  
Harry Potter and the Deathly Hallows Part 2  
Fantastic Beasts and Where to Find Them  
Fantastic Beasts: The Crimes of Grindelwald  
Fantastic Beasts: The Secrets of Dumbledore

## LOONEY TUNES FRANCHISE

Baby Looney Tunes  
Baby Looney Tunes: Backyard Adventures  
Baby Looney Tunes: Musical Adventures  
Bah, Humduck! A Looney Tunes Christmas  
Bugs Bunny/Looney Tunes All-Star 50th Anniversary, The  
Coyote vs Acme  
Duck Dodgers  
King Tweety  
Loonatics Unleashed  
Looney Tunes 3D Shorts  
Looney Tunes Show, The  
Looney Tunes/Merrie Melodies  
Looney Tunes: Back In Action  
Looney Tunes: Rabbit's Run  
New Looney Tunes Show (aka Wabbit)  
Sylvester & Tweety Mysteries, The  
Taz-Mania  
Tweety's High-Flying Adventures  
What's Up Doc: A Salute to Bugs Bunny

## SCOOPY-DOO FRANCHISE

What's New Scooby-Doo?  
Trick-or-Treat, Scooby-Doo!  
Straight Outta Nowhere: Scooby-Doo!  
Meets Courage the Cowardly Dog  
Shaggy & Scooby-Doo Get a Clue  
Scooby's All Star Laff-A-Lympics  
Daphne & Velma  
Scooby-Doo's Arabian Nights  
Scooby-Doo! Wrestlemania Mystery  
Scooby-Doo! The Sword and the Scoob!  
Scooby-Doo! The Mystery Begins  
Scooby-Doo! Stage Fright  
Scooby-Doo! Spooky Games!  
Scooby-Doo! Shaggy's Showdown  
Scooby-Doo! Return to Zombie Island  
Scooby-Doo! Pirates Ahoy  
Scooby-Doo! Mystery Incorporated  
Scooby-Doo! Music of the Vampire  
Scooby-Doo! Moon Monster Madness  
Scooby-Doo! Mecha Mutt Menace  
Scooby-Doo! Mask of the Blue Falcon  
Scooby-Doo! Legend of the Phantosaur  
Scooby-Doo! Haunted Holidays  
Scooby-Doo! Halloween  
Scooby-Doo! Guess Who?  
Scooby-Doo! Ghastly Goals!  
Scooby-Doo! Frankencreeper  
Scooby-Doo! Curse of the Lake Monster  
Scooby-Doo! Camp Scare  
Scooby-Doo! and the Spooky Scarecrow  
Scooby-Doo! and the Curse of the 13th Ghost  
Scooby-Doo! and the Beach Beastie  
Scooby-Doo! And Krypto, Too!  
Scooby-Doo! and Kiss: Rock and Roll Mystery  
Scooby-Doo! Adventures: The Mystery Map!  
Scooby-Doo! Abracadabra-Doo  
Scooby-Doo! & WWE: Curse of the Speed Demon

Scooby-Doo! & the Gourmet Ghost  
Scooby-Doo! & Batman: The Brave & the Bold  
Scooby-Doo Where Are You?  
Scooby-Doo Show, The  
Scooby-Doo on Zombie Island  
Scooby-Doo in Where's My Mummy?  
Scooby-Doo and the Witch's Ghost  
Scooby-Doo and the Samurai Sword  
Scooby-Doo and the Reluctant Werewolf  
Scooby-Doo and the Monster of Mexico  
Scooby-Doo and the Loch Ness Monster  
Scooby-Doo and the Goblin King  
Scooby-Doo and the Ghoul School  
Scooby-Doo and the Cyber Chase  
Scooby-Doo and the Alien Invaders  
Scooby-Doo 2: Monsters Unleashed  
Scooby-Doo & the Legend of the Vampire  
Scooby-Doo  
Scooby Meets the Boo Brothers  
Scooby Goes to Hollywood  
Scooby and Scrappy Doo  
SCOOB!  
Pup Named Scooby Doo  
New Scooby Doo Mysteries  
New Scooby Doo Movies, The  
LEGO Scooby-Doo!: Haunted Hollywood  
LEGO Scooby-Doo! Blowout Beach Bash  
Chill Out, Scooby-Doo  
Big Top Scooby-Doo!  
Be Cool Scooby-Doo!  
Aloha! Scooby-Doo  
13 Ghosts of Scooby Doo, The

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# WB 100th DC Franchise

Aquaman (2018)  
 Aquaman and the Lost Kingdom  
 Arrow  
 Atom Man vs. Superman (Serials)  
 Batgirl: Year One Motion Comics  
 Batkid Begins  
 Batman  
 Batman & Mr. Freeze: Subzero  
 Batman & Robin  
 Batman Adventures: Mad Love Motion Comics  
 Batman and Harley Quinn  
 Batman Begins  
 Batman Beyond  
 Batman Beyond: The Return of the Joker  
 Batman Black & White Vol. 1 Motion Comics  
 Batman Black & White Vol. 2 Motion Comics  
 Batman Forever  
 Batman Ninja  
 Batman Returns  
 Batman Unlimited: Animal Instinct  
 Batman Unlimited: Mechs vs. Mutants  
 Batman Unlimited: Monster Mayhem  
 Batman v Superman: Dawn Of Justice  
 Batman vs. Dracula, The  
 Batman vs. Robin  
 Batman vs. Two-Face  
 Batman, The  
 Batman: Assault on Arkham  
 Batman: Bad Blood  
 Batman: Death in the Family  
 Batman: Gotham by Gaslight  
 Batman: Gotham Knight  
 Batman: Hush  
 Batman: Mask of the Phantasm  
 Batman: Mystery of the Batwoman  
 Batman: Return of the Caped Crusaders (Part 1)  
 Batman: Soul of the Dragon  
 Batman: The Animated Series  
 Batman: The Brave and the Bold  
 Batman: The Dark Knight Returns Part 1  
 Batman: The Dark Knight Returns Part 2  
 Batman: The Killing Joke  
 Batman: The Long Halloween, Part One  
 Batman: The Long Halloween, Part Two  
 Batman: Under The Red Hood  
 Batman: Year One  
 Battle of the Super Sons  
 Batwoman (2019)  
 Beware the Batman  
 Birds of Prey  
 Birds of Prey (And the Fantabulous Emancipation of One  
 Harley Quinn)  
 Black Adam  
 Black Lightning  
 Catwoman  
 Catwoman: Hunted  
 Constantine  
 Constantine (2014)

Constantine: City of Demons  
 Dark Knight Rises, The  
 Dark Knight, The  
 DC League of Super-Pets  
 DC Legends of Tomorrow  
 DC Nation Shorts: Amethyst: Princess of Gem World  
 DC Nation Shorts: Animal Man  
 DC Nation Shorts: Batman Beyond  
 DC Nation Shorts: Batman of Shanghai  
 DC Nation Shorts: Batman Strange Days  
 DC Nation Shorts: Creature Commandos  
 DC Nation Shorts: DC's World's Funniest  
 DC Nation Shorts: Deadman  
 DC Nation Shorts: Doom Patrol  
 DC Nation Shorts: Farm League  
 DC Nation Shorts: Green Arrow  
 DC Nation Shorts: Metal Men  
 DC Nation Shorts: New Teen Titans  
 DC Nation Shorts: Plastic Man  
 DC Nation Shorts: Riddle Me This!  
 DC Nation Shorts: Shade the Changing Man  
 DC Nation Shorts: Shazam  
 DC Nation Shorts: Super Best Friends Forever  
 DC Nation Shorts: Super Pets  
 DC Nation Shorts: Superman of Tokyo  
 DC Nation Shorts: Sword of the Atom  
 DC Nation Shorts: Tales of Metropolis  
 DC Nation Shorts: Thunder & Lightning  
 DC Nation Shorts: Vibe  
 DC Nation Shorts: Wonder Woman  
 DC Showcase: Constantine (Shorts compilation)  
 DC Showcase: Superman/Shazam!: The Return of  
 the Black Adam  
 DC Super Hero Girls  
 DC Super Hero Girls: Hero of the Year  
 DC Super Hero Girls: Intergalactic Games  
 DC Super Hero Girls: Legends of Atlantis  
 Death of Superman, The (2018)  
 Deathstroke: Knights & Dragons  
 Doom Patrol  
 Dynamutt, Dog Wonder  
 Flash, The  
 Flash, The (1990)  
 Flash, The (2014)  
 Freedom Fighters: The Ray  
 Gotham  
 Green Lantern  
 Green Lantern (2011)  
 Green Lantern: Beware My Power  
 Green Lantern: Emerald Knights  
 Green Lantern: First Flight  
 Harley Quinn  
 Human Target (1991)  
 Human Target (2009)  
 Injustice  
 iZombie  
 JLA Adventures: Trapped in Time  
 Joker

Jonah Hex  
 Jonah Hex Motion Comics  
 Justice League  
 Justice League (2017)  
 Justice League Action  
 Justice League Dark  
 Justice League Dark: Apokolips War  
 Justice League of America  
 Justice League vs. Teen Titans  
 Justice League vs. The Fatal Five  
 Justice League: Crisis on Two Earths  
 Justice League: Doom  
 Justice League: Flashpoint Paradox  
 Justice League: Gods & Monsters  
 Justice League: The New Frontier  
 Justice League: Throne of Atlantis  
 Justice League: War  
 Justice Society: World War II  
 Krypto the Superdog  
 Krypton  
 Legends of the Superheroes  
 Legion of Super Heroes  
 LEGO® Batman Movie, The  
 LEGO® Batman: DC Super Heroes Unite  
 LEGO® DC Batman: Family Matters  
 LEGO® DC Comics Super Heroes: Aquaman: Rage  
 of Atlantis  
 LEGO® DC Comics Super Heroes: Justice League  
 vs. Bizarro League  
 LEGO® DC Comics Super Heroes: Justice League:  
 Attack of the Legion of Doom!  
 LEGO® DC Comics Super Heroes: The Flash  
 LEGO® DC Shazam: Magic and Monsters!  
 LEGO® DC Super Hero Girls: Brain Drain  
 LEGO® DC Super Hero Girls: Super-Villain High  
 LEGO® Justice League: Cosmic Clash  
 LEGO® Justice League: Gotham City Breakout  
 Lois & Clark: The New Adventures of Superman  
 Look, Up in the Sky! The Story of Superman  
 Losers, The  
 Lucifer  
 MAD  
 Man Of Steel  
 Necessary Evil: The Super-Villains of DC Comics  
 New Adventures of Batman, The  
 New Adventures of Superman, The  
 Pennyworth  
 Plastic Man Comedy Adventure Show, The  
 Powerless  
 Reign of the Supermen  
 Science of Superman  
 Scooby-Doo! & Batman: The Brave & the Bold  
 Scooby-Doo! And Krypto, Too!  
 Secret Origin: The Story of DC Comics  
 Shazam!  
 Shazam! (2019)  
 Shazam! Fury of the Gods  
 Smallville

Smallville Backstage Special  
 Son of Batman  
 Spirit, The  
 Stargirl  
 Static Shock!  
 Steel  
 Suicide Squad  
 Suicide Squad (2021)  
 Suicide Squad: Hell to Pay  
 Super Friends  
 Superboy  
 Supergirl  
 Superman & Lois  
 Superman (Ruby/Spears)  
 Superman Cartoons (Max Fleischer)  
 Superman II  
 Superman III  
 Superman IV: The Quest for Peace  
 Superman Red Son Motion Comics  
 Superman Returns  
 Superman Serials  
 Superman vs. The Elite  
 Superman/Batman Public Enemies  
 Superman/Batman: Apocalypse  
 Superman: Brainiac Attacks  
 Superman: Doomsday  
 Superman: Man of Tomorrow  
 Superman: Red Son  
 Superman: The Animated Series  
 Superman: The Movie  
 Superman: Unbound  
 Superman's 50th Anniversary: A Celebration of the  
 Man of Steel  
 Swamp Thing  
 Teen Titans  
 Teen Titans Go!  
 Teen Titans Go! & DC Super Hero Girls: Mayhem in the  
 Multiverse  
 Teen Titans Go! To The Movies  
 Teen Titans Go! Vs. Teen Titans  
 Teen Titans Judas Contract  
 Teen Titans: Trouble in Tokyo  
 Titans  
 V for Vendetta  
 Vixen  
 Watchmen  
 Watchmen Motion Comics  
 Watchmen: The Black Freighter  
 Watchmen: Under the Hood  
 Wonder Woman  
 Wonder Woman (2017)  
 Wonder Woman (Animated)  
 Wonder Woman 1984  
 Wonder Woman: Bloodlines  
 Young Justice  
 Zeta Project, The

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WB 100th - Asset Folder Structure on BOX

WB100 STYLE GUIDE FINAL FILES

BOX PUBLIC LINK

WB 100 AV FILES

AV Tool Kit files seen on pg 6-7

WB 100 LOGOS

All logo WB100 logo files released. "Celebrating Every Story" is editable.

WB100 Guidelines.PDF

Identity guidelines for primary logos

WB100 Style Guide.PDF

This style guide

WB 100 DIGITAL - RGB

Assets to be used for digital executions in RGB.

WB 100 PRINT - CMYK

High resolution assets for print executions in CMYK.

Rendered Assets Samples

Master\_Toolkit.zip

Tool Kit descriptions

Localized Logos

WB Logos EN WB100 Guidelines.PDF

For Extreme Small Size Only WB100 Guidelines.PDF

For Small Size Only EN WB100 Guidelines.PDF

With IP EN WB100 Guidelines.PDF

Rendered Logos EN Page 4

4-C rendered Gold, Silver WB100

Backgrounds	Pages 8-16	Look 1	Look 2	Look 3
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Banner Examples Page 26

Mobile/Desktop Page 25

Social Examples Page 24

Step and Repeat Page 22

Rendered Logos Page 4

4-C rendered Gold, Silver WB100

Backgrounds	Look 1	Look 2	Look 3
	Page 8	Pages 11-13	Pages 14-16

Consumer Ad Page 10

Outdoor Page 9

Retail	End Cap, Blades	Standeers
Page 20-21	Page 20	Page 20

Step and Repeat Page 22

Stickers/Snipes Page 19

Rendered Logos Page 4

4-C rendered Gold, Silver WB100

For print and digital asset questions, please contact Cathy.Johnson@warnerbros.com  
For AV Tool Kit questions, please contact James.Jones@warnerbros.com  
Consumer Products partners and licensees should only use assets from StarLabs. Contact your CP representative with any questions.

